



Renewable Energy Print Materials

Is This a Missed Opportunity?

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October 6, 2004

DOE Green Power Marketing Conference

Presentation Overview

A Missed Opportunity?

Study Methodology

Examples from the Field

Diluting, Clouding, or Distracting from the Message

A Rose By Any Other Name...

Finding and Framing a Message

Discussion

A Missed Opportunity? Framing the Discussion Before We Look at the Pictures...

Study Methodology

Examples from the Field

Diluting, Clouding, or Distracting from the Message

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A Missed Opportunity? Framing the Discussion Before
We Look at the Pictures...

Study Methodology (Before We Look at the Pictures)

Examples from the Field

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2004 Study Methodology

Online Survey: 490 Residential Energy Customers

Sample Matched the Green Energy Customer Profile

Respondents Reviewed 11 Bill Inserts and 1 Direct Mail Piece

Expert Panel In-Depth Commentary –

9 Senior Ad/Comm Professionals and Creative Directors

Focus Groups

A Missed Opportunity?

Study Methodology

Examples from the Field: Isolated Elements From Pieces

Diluting, Clouding, or Distracting from the Message

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Bill Insert: Long Island Power Authority's Green Choice

Make an Impact... on the Environment

Choose LIPA Green Choice for Cleaner Energy



Wind



Hydro



Bio Energy

The **LIPA Green Choice Program** is entirely voluntary, and you can choose from a variety of renewable resources. LIPA works with the New York State Public Service Commission to ensure that generation using renewable resources, supported by your participation in LIPA Green Choice, is located within New York State.

If just ten percent of New York's households choose green power for their electricity supply, it would prevent nearly:

- ✓ *three billion pounds of carbon dioxide*
- ✓ *ten million pounds of sulfur dioxide*
- ✓ *four million pounds of nitrogen oxides*

from getting into our air each year.

Source: LIPA

To enroll in LIPA Green Choice, simply complete the attached card and drop it in the mail.

Bill Insert: Long Island Power Authority's Green Choice

1 Choose ONE of the Green Energy Service companies below:		Wind	Hydro	Bio Energy	PRICE
Community Energy • www.NewWindEnergy.com • 1-866-WIND 123					
<input type="checkbox"/> NewWindEnergy®		100%			2 ¢/kWh
<input type="checkbox"/> NewWindEnergy® & Water		60%	40%		1 ¢/kWh
EnviroGen • www.EnviroGen.com • 1-716-631-1517					
<input type="checkbox"/> Green Power Program		60%	40%		1 ¢/kWh
Sterling Planet • www.SterlingPlanet.com • 1-800-473-1362					
<input type="checkbox"/> Sterling Green™		40%	30%	30%	1.5 ¢/kWh
<input type="checkbox"/> New York Clean™		10%	55%	35%	1 ¢/kWh

2 My purchase will be based on: ☐ 100% or ☐ 50% of my total usage.

Name	Address	Town	State	Zip
<hr/>				
LIPA Account #		Email Address	Daytime Phone #	
<hr/>				

☐ YES! I'd like to receive energy-related email from LIPA.

I understand the LIPA Green Choice charges will be in addition to my monthly LIPA bill and will not take effect until I am enrolled with my Green Energy Service company.

Signature

Source: LIPA

Bill Insert: Xcel's Windsource



WINDSOURCE®

*Planting the seeds of
change in Colorado.*

CONSERVATIONSMART from
Xcel Energy

Source: Xcel Energy

platts

Bill Insert: Xcel's Windsource



Energy-saving Tip

If an additional compact fluorescent light was used in one room in every U.S. house, over 30 billion pounds of air emissions could be avoided each year.

Find great money- and energy-saving tips like these in our "60 Simple Ways" brochure. Call 1-800-896-4999 to order.

Windsource[®]

Windsource, brought to you by *ConservationSmart* from Xcel Energy[®], harvests our natural wind resources to generate electricity without using water or producing air emissions.

More than 30,000 Coloradans have chosen to add a little more on to their energy bill to develop clean renewable energy. Last year, Windsource customers helped reduce carbon dioxide emissions in Colorado by more than 300 million pounds.

You can plant these seeds of change when you buy blocks of wind-generated electricity through Windsource. **And just two blocks of Windsource – an additional \$5 a month on your energy bill – is the environmental equivalent of planting your own one-acre forest (EPA).** Two blocks of Windsource a month, for a year, also represents 30 percent of the electricity used in a typical Colorado home.

Sign up today by calling 1-800-824-1688 and you'll be contributing to a cleaner Colorado tomorrow. When we harvest the wind for renewable energy, we help reduce our dependence on fossil fuels and preserves resources for future generations.

You also can sign up for Windsource by completing the form on the back and mailing it with your monthly energy payment.

www.xcelenergy.com 1-800-824-1688

Source: Xcel Energy

platts

Bill Insert: Portland General Electric's Programs

Three easy ways
to enroll:

1 On the back of this month's bill:
Select the option you want, then
simply mail it to PGE.

2 Online: Sign up at
PortlandGeneral.com/PowerOptions.

3 Phone: Call PGE at 1-800-542-8818.

Renewable power from PGE helps
keep Oregon clean and encourages
the construction of new renewable
power generation in the Northwest.

For more information, visit
PortlandGeneral.com/PowerOptions.



121 SW Salmon • Portland, Oregon 97204

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The **power**
to make a
difference.

Our customers have made
PGE's renewable power program
2nd in the entire nation!®

Portland General Electric

Source: PGE

Pacific Power's Blue Sky Bill Insert: Use of Testimonials

"I am a Blue Sky customer and I really appreciate the opportunity to choose the source of energy that my family buys from you."

Matt Broyles, _____, *Oregon*

"...glad to hear of your increasing commitment to these sources of power and to the continuing development of them."

Richard Kuehl, *Grants Pass, Oregon*

"I am among your most enthusiastic purchasers of renewable power."

Mariette Newhagen, *Medford, Oregon*

Source: Pacific Power

Pacific Power's Blue Sky Bill Insert: Getting to Emotion with Self Esteem and Identity

Blue Sky offers renewable choices for Oregonians.

Exploring new resources of renewable energy is something that makes sense to Oregonians. Blue Sky renewable energy is generated from cleaner fuel sources like wind and the sun, so it has a much lower impact on the land, air and water than energy generated from fossil fuels like oil, natural gas and coal. And because it's produced from resources of limitless supply—wind, solar and biomass—it is sustainable.

Source: Pacific Power

Bill Insert: SaskPower's GreenPower

The following chart illustrates the percentage of typical household electricity use represented by various blocks of GreenPower.

Percentage of Household Use*	Monthly Charge	Number of 100 kW.h blocks
16%	\$ 2.50	1
33%	\$ 7.00	2
50%	\$10.50	3
100%	\$21.00	6

* Based on the average monthly household electricity consumption of 600 kW.h

For more information or to purchase GreenPower, call **1-888-SKPOWER** (1-888-757-6937) or visit our website at saskpower.com.

Source: SaskPower

A Missed Opportunity?

Study Methodology

Examples from the Field

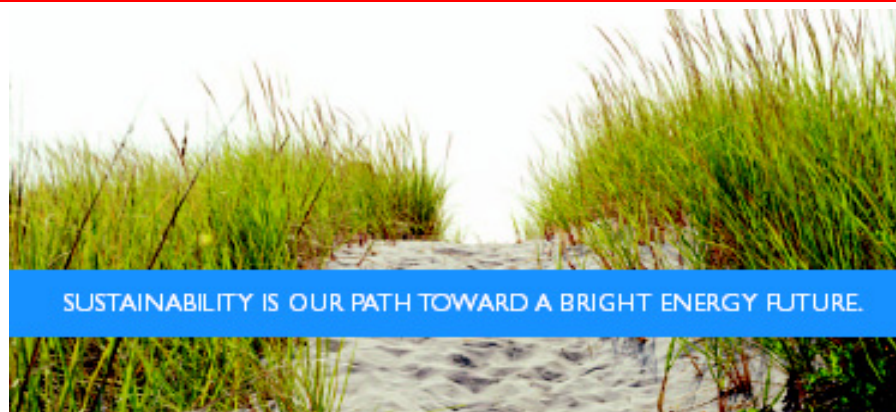
Diluting, Clouding, or Distracting from the Message

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Bill Insert: Pacific Power's Blue Sky



"I am a Blue Sky customer and I really appreciate the opportunity to choose the source of energy that my family buys from you."

Matt Broyles, _____, Oregon

"...glad to hear of your increasing commitment to these sources of power and to the continuing development of them."

Richard Kuehl, Grants Pass, Oregon

"I am among your most enthusiastic purchasers of renewable power."

Mariette Newhagen, Medford, Oregon



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Source: Pacific Power

platts

Direct Mail: Pacific Power's Blue Sky



 **PACIFIC POWER**
Making it happen.



Source:
Pacific Power

Bill Insert: SaskPower's GreenPower



Source: SaskPower

platts

Bill Insert: New York State Electric & Gas/Community Energy's NewWind Energy

**Clean, renewable
wind-generated
electricity**

**Questions
and answers**

**Catch the Wind
with NYSEG**

Green-e Program Certified

Product Content Label

The Green-e Program certifies that NewWind Energy meets the minimum environmental and consumer protection standards established by the non-profit Center for Resource Solutions. For more information on Green-e certification requirements, call 1-888-63-GREEN or log on to www.green-e.org.

The product is sold in blocks of 100 kWh per month. The product is comprised of the following new renewable resources in the proportion listed below:

New* Renewable Resources in NewWind Energy	Generation Location
Wind	100 % New York

The kWhs above represent the resource makeup of each block of renewable electricity available to be purchased from NYSEG and Community Energy. The remainder of your electricity contains the following mix of electricity resources from NYSEG which are typically: Nuclear (24%), Hydroelectric (17%), Coal (12%), Natural Gas (40%), Oil (5%), and Other (2%).

*There is a minimum two-block purchase. The average home in the NYSEG territory uses about 600 kWh/month. A two-block purchase is therefore equivalent to approximately 33% of the electric usage in the average household within the NYSEG territory.

Includes only generators that began operating on or after January 1, 1998 in accordance with the Green-e definition of "new." Note: Generators supplying NewWind Energy began operating on or after January 1, 2000.

For specific information about this product, contact Community Energy, Inc., 1-888-WIND-123, www.CommunityEnergy.biz or NYSEG at 1-800-35-NYSEG (1-800-356-9734).

Customers who purchase this product will receive an Environmental Disclosure Label for the electricity they used that is prepared in accordance with New York State Public Service Commission requirements. To learn more about Environmental Disclosure Program in New York State, visit www.dps.state.ny.us/Env/disclosurelabel.html

For more information about green power in New York State:

- New York State Public Service Commission, 1-888-GRN-POWER, www.AskPSC.com
- New York State Energy Research and Development Authority (NYSERDA) 1-877-NY-Smart (1-877-687-6270), www.GetEnergySmart.org

NewWind Energy is a registered trademark of Community Energy, Inc.

Why buy wind energy? It's a renewable power source, which means it can never be depleted. Wind energy is currently more costly than power generated from fossil fuels.

As more people choose wind energy, more wind farms will be built and the cost for wind energy can decrease.

NewWind Energy is made in New York so it supports U.S. energy independence.

I get my electricity from a supplier other than NYSEG. Can I still buy wind power from NYSEG? Yes. You can buy wind energy through NYSEG's *Catch the Wind* program regardless of who supplies your electricity. You will receive certificates that verify your purchase and the appropriate information will be provided to your electricity supplier by NYSEG.

Is my wind purchase included in NYSEG's semiannual environmental disclosure information? You receive an environmental disclosure label in your electric bill twice every 12 months. The label shows the mix of fuels used to generate electricity you buy and the related air emissions.

How much do I have to buy? It is your choice. You can buy a minimum of two or more blocks of wind energy per month. (A block equals 100 kilowatt-hours.) If you choose to buy 100% wind energy and your monthly electricity consumption is 600 kilowatt-hours, you would buy six blocks of wind energy per month.



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5074 0393 0000

nyseg.com



Bill Insert: New York State Electric & Gas/Community Energy's NewWind Energy

Buy clean wind energy today!

NYSEG

Order form

Join with us to help
the environment.

Support clean, renewable,
wind-generated electricity.

NYSEG is offering
NewWind Energy, a
product of Community
Energy, to those
customers who want to
help our environment.



You can buy two or more
"blocks" of wind power each
month. Each block is 100 kilowatt-hours of wind
energy being delivered to the New York power
grid for distribution to customers. You choose
how much wind energy you would like to buy.

What are the advantages?

More of our energy needs can be met through
clean, wind-generated electricity. By supporting
wind energy you can help the environment
and make our communities even better places
to live and work.

How much can it help?

Wind energy requires no fuel and produces
no emissions. Two blocks purchased monthly
for one year reduces carbon dioxide emissions
the equivalent of planting 146 trees or not
driving 2,338 miles. NYSEG customer purchases
of wind energy to date have offset close to
27 million pounds of carbon dioxide!

How to Catch the Wind

NewWind Energy allows you to help put clean,
renewable, wind-generated electricity into the
New York power grid. There are three ways
for you to buy wind energy:

- ▶ Fill out the form in this brochure and mail it in.
- ▶ Call 1-800-35-NYSEG (1-800-356-9734).
- ▶ Visit nyseg.com.

▶ **Yes! Sign me up for
NewWind Energy!**

Enclose this form with your NYSEG bill payment, or mail to:

NewWind Energy c/o NYSEG Marketing

P.O. Box 5224, Binghamton, NY 13902-5224

Name _____

Address _____

City _____ State _____ ZIP _____

Daytime Phone (____) _____

NYSEG Account # _____

Number of Blocks	Price Per Block	Monthly Charge
2	\$2.50/month	\$5.00
3	\$2.50/month	\$7.50
4	\$2.50/month	\$10.00
5	\$2.25/month	\$11.25
6	\$2.00/month	\$12.00
_____ x	\$2.00/month	= \$_____

MONTHLY TOTAL \$_____

▶ **This cost will be in addition to your regular electricity bill.**

Payment (We are unable to include this charge on your NYSEG energy bill)

Credit: ☐ Discover ☐ Visa ☐ MasterCard ☐ American Express

Debit: ☐ Visa ☐ MasterCard

Select: ☐ Annually ☐ Semiannually ☐ Quarterly ☐ Monthly

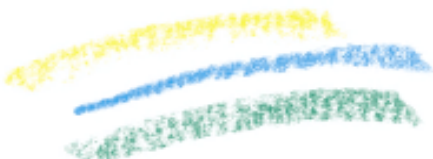
Account #

Expiration Date: ____/____/____ Signature: _____


OR Enclose a ☐ Check ☐ Money Order (made out to NYSEG for the monthly total x 12.)

Source: NYSEG

Direct Mail: We Energies' Energy For Tomorrow



Energy for Tomorrow®
renewable energy program



**A simple and convenient way to support
our environment with renewable energy.**



we energies
today, tomorrow, together.



today you have the power to make a cleaner world.

The way we live, work and play impacts our environment and our future. Many of us recycle, plant trees and do other things to keep our world clean -- but did you know you can make the world a cleaner place by using renewable energy?

Meeting your needs, preserving our world.

Our renewable energy sources of electricity such as wind, water and organic materials provide many benefits to you and the environment. They:

- Replace themselves naturally
- Produce lower or no air emissions or solid wastes
- Preserve our limited supply of coal, oil and natural gas
- Improve the environment for future generations

Renewable energy is a sensible approach to energy use!

Together we can do it!

We Energies is committed to generating energy through these renewable sources, and offers you a way to support its production through the *Energy for Tomorrow* renewable energy program. As one of the largest and most successful programs of its kind in the United States, *Energy for Tomorrow* is one of only three utility programs to be accredited by the Center for Resource Solutions.*

Through our *Energy for Tomorrow* renewable energy program, **you** have the power to make a cleaner world!



Source: We Energies

platts

Direct Mail: We Energies' Energy For Tomorrow

tomorrow

depends on the choices
you make today.

It's up to all of us!

Now you can play an important role in supporting the growth of renewable energy and improving and preserving the environment for future generations.

Join more than 11,000 customers who are choosing to support the production of electricity from renewable energy sources such as wind, water and organic materials by participating in the We Energies *Energy for Tomorrow* renewable energy program.

Participation directly supports additional renewable energy resources that release little or no emissions, while providing power to run our homes and workplaces.



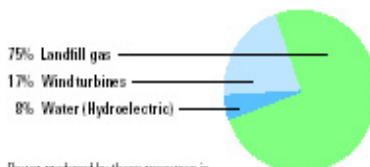
Depending on wind speeds, each one of our Byron, Wis., wind turbines can generate 660 kilowatts of electricity, which is enough electricity to power 300 homes.

How is renewable energy delivered?

Although it is not technically possible to deliver renewable energy directly to your home, the power produced by these resources is pooled with other electricity to serve all of our customers. By supporting this program, you can ensure that a greater portion of electricity comes from renewable energy, ultimately reducing the amount of energy generated from conventional sources.



2002 renewable energy sources



Power produced by these resources is pooled with other electricity to serve our customers.

Why does renewable energy cost more?

Although renewable energy "fuel" is less expensive, it costs more to build and operate the facilities needed to produce electricity from these resources. When you sign up, you choose to support the additional cost to produce these resources.

You can help generate renewable energy.

All We Energies customers can participate in the program. You can choose to have 25%, 50% or 100% of your monthly electricity usage charged at a slightly higher rate. The additional premiums are noted on the chart below. So, for a few dollars more per month, you can make a real difference. To get a quick estimate of how much more, review your bill and see how much electricity you typically use per month.

Monthly Usage (kWh)	Typical Residential Energy Bill	energy for tomorrow premium		
		25% Level (\$4.86/kWh)	50% Level (\$6.10/kWh)	100% Level (\$10.20/kWh)
500	\$37.25	\$2.55	\$5.10	\$10.20
750	\$55.88	\$3.83	\$7.65	\$15.30
1000	\$74.50	\$5.10	\$10.20	\$20.40

together

we can make a difference.

Signing up is easy. Enroll your home or business today!

You can either:

- Complete and return the attached postage-paid card
- Sign up online at www.we-energyfortomorrow.com
- Or call us at 1-800-242-9137

After your enrollment is received, your *Energy for Tomorrow* premium will appear, as a separate line item, on your bill within one to two months. You'll also receive periodic communications from We Energies.



★ The *Energy for Tomorrow* program is accredited by The Center for Resource Solutions, verifying that consumer protection and environmental standards for renewable electricity products are met. Visit www.resource-solutions.org.

Source: We Energies

yes!

together with We Energies, I want to support increased production of renewable energy!

Yes! Sign me up to support the *Energy for Tomorrow* program:

☐ 25% ☐ 50% ☐ 100%

Name: _____

We Energies Account Number (see your bill): _____

Address: _____

City: _____

State: _____ ZIP Code: _____

Phone Number: (____) _____

Signature: _____

☐ I'd like E-mail updates on the *Energy for Tomorrow* program.

E-mail Address: _____

How did you hear about this program?

☐ Mail ☐ Phone ☐ Special Event ☐ Ad

☐ *Energy for Tomorrow* Participant

☐ Utility Bill ☐ Other (specify): _____

Thank you for participating!

We Energies
PO Box 2046
Milwaukee, WI 53201-2046
1-800-242-9137
www.we-energyfortomorrow.com

(for internal use)
☐ Return Code _____

we energies
today, tomorrow, together



Full Circle Return to...A Missed Opportunity?

More Examples from the Field

Diluting, Clouding, or Distracting from the Message

A Rose By Any Other Name...

Messages That Land

Discussion

Newspaper Ad: Gainesville Regional Utilities GRUgreen



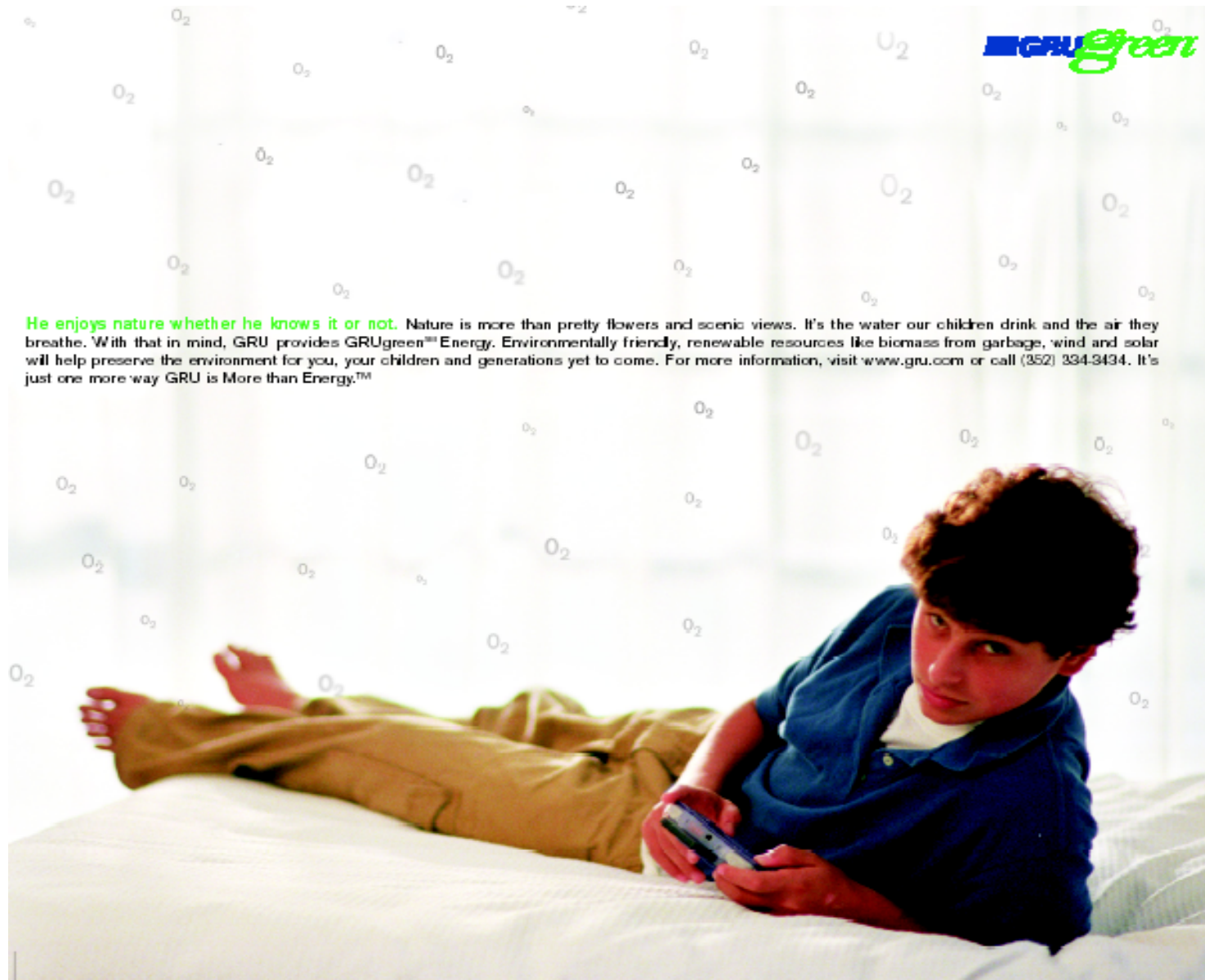
GRUgreen

You find nature in the least likely places. You don't have to look far to find nature. You don't even have to step outside your door. It's the water our children drink and the air they breathe. With that in mind, GRU provides GRUgreenSM Energy. Environmentally friendly, renewable resources like biomass from garbage, wind and solar will help preserve the environment for you, your children and generations yet to come. For more information, visit www.gru.com or call (352) 334.3434. It's just one more way GRU is More than Energy.TM

Source: GRU

platts

Newspaper Ad: Gainesville Regional Utilities' GRUgreen

A newspaper advertisement for GRUgreen energy. The background is a photograph of a young boy with curly brown hair, wearing a blue button-down shirt and khaki pants, lying on his stomach on a white bed. He is holding a small electronic device in his hands and looking towards the camera. The room has large windows in the background, letting in bright light. Scattered throughout the entire image are numerous small, grey 'O2' chemical symbols, representing oxygen molecules. In the top right corner, the 'GRUgreen' logo is displayed, with 'GRU' in blue and 'green' in green script. In the middle left, there is a block of text.

He enjoys nature whether he knows it or not. Nature is more than pretty flowers and scenic views. It's the water our children drink and the air they breathe. With that in mind, GRU provides GRUgreen™ Energy. Environmentally friendly, renewable resources like biomass from garbage, wind and solar will help preserve the environment for you, your children and generations yet to come. For more information, visit www.gru.com or call (352) 334-3434. It's just one more way GRU is More than Energy.™

Source: GRU

A Missed Opportunity?

Examples from the Field

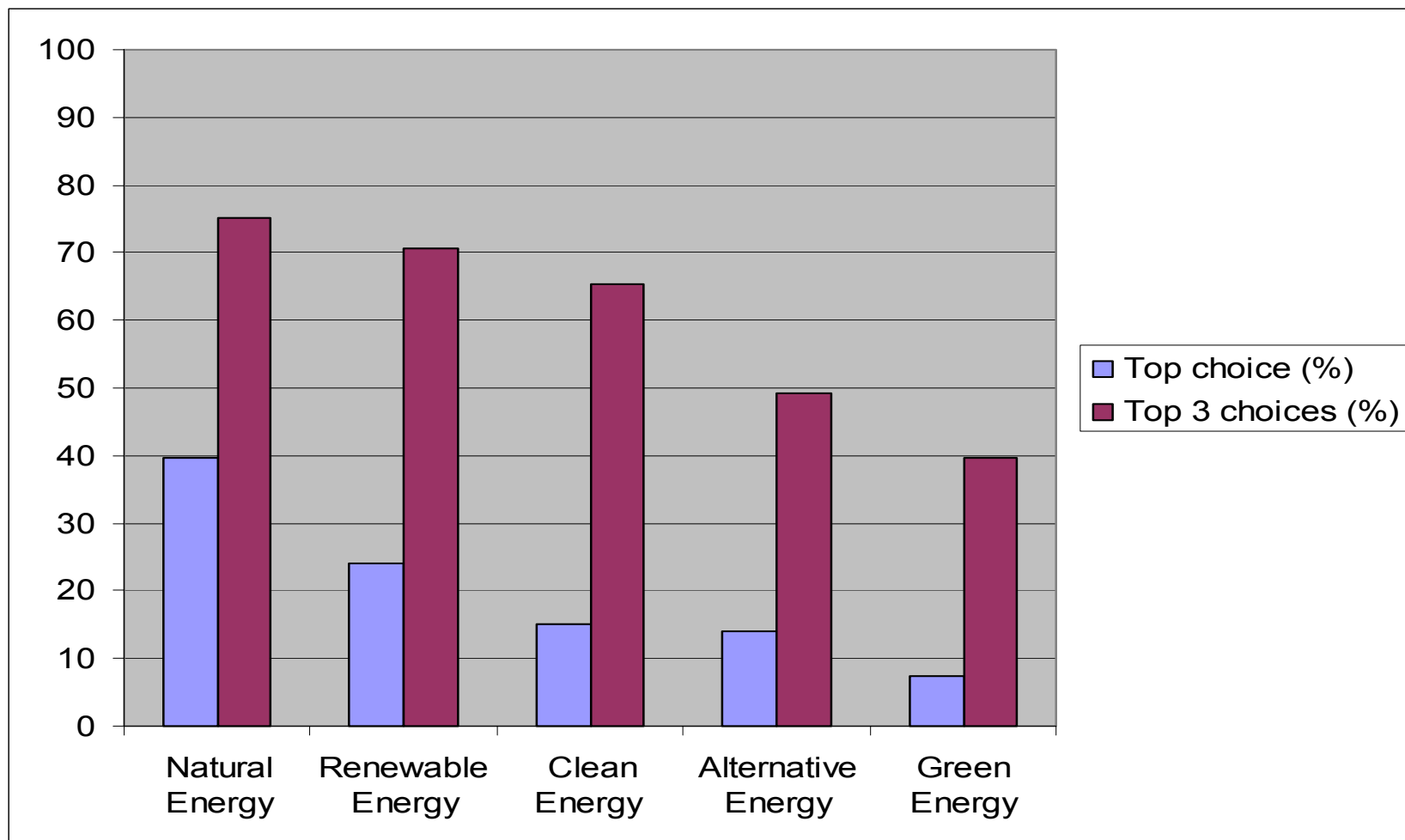
Diluting, Clouding, or Distracting from the Message

A Rose By Any Other Name...

Messages That Land

Discussion

Re-naming the Product?



A Missed Opportunity?

Examples from the Field

Diluting, Clouding, or Distracting from the Message

A Rose By Any Other Name...

Finding and Framing a Message

Discussion

How Effectively Current Messages Motivate

Source: Platts; n=490

Message Statement	Average (Scale from 1-10)	% Top Box	% Top 2 Box
Environmental equivalent.	6.85	13.2	29.2
50% of premium earmarked for new renewable development.	6.5	8.3	20.2
A simple, easy way to make a difference.	6.09	5.9	15.3
For your children and grandchildren.	6.07	7.5	18.3
Local jobs and economic development.	6	5.3	13.9
The peace of mind of being part of the solution.	5.94	6.5	15.5
Could already run every factory in New York, New Jersey, Michigan, and Illinois.	5.88	6.1	15.1
Could already run every home in New England.	5.72	5.5	15.8
One of the fastest growing clean energy programs in the country.	4.36	0.6	3.4

Next Steps

E Source Green Energy Summit

Round Table Discussion with Expert Panel

Web-based Library of Materials

Ranking of Bill Inserts and Direct Mail

Expert and Customer Commentary on each piece

Streaming Audio/Video Presentation

Marrying Segmentation with Messaging

Targeting and Tailoring Messages to Specific Segments

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Messages That Land

Discussion

For More Information

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Energy Service

Tel 720-548-5417

E-mail barry_friedman@platts.com